Tip: Use helpareporter.com

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Helping reporters out

- **There is a website called HARO - Help a Reporter Out (helpareporter.com)**
- Reporters and outlets are always looking for reliable sources for their material
- You can look at the list of requests for sources and pitch yourself as an expert on your topic
- **You can get a quote, a paragraph, or just a mention in an article, but it's a great way to get exposure in big outlets**
- If you're a registered user on the website, you will get daily emails with topics you can contribute to
- The requests usually require a quick response, so be prepared to make quick decisions